Social Media Law and Legal Issues

In-house Course

Course Introduction
Are you aware of the legal implications that social media could potentially have on your business? It’s important to be aware of the law when using social media. We’ve seen many cases where businesses have unintentionally implicated themselves, from copyright claims to personal tweets going out on a business account. New rules and regulations are being implemented all the time and it is important if you have a large online presence that you understand these rules. Our Social Media and Legal Issues course is aimed at businesses who already have established social media channels and an overall online presence. It would be beneficial for the person who takes responsibility for the social media policy, signs off any content and plans what is to be posted out.

Course Aim
This course would be beneficial for the person who takes responsibility for the social media policy, who signs off any content and who plans what is to be posted out. This session will help you understand the legalities of hosting competitions, using copyrighted material and protecting your business from the potential risks associated with using social media.

Course Outline

Course content
- The importance of a Social Media Policy - how to make sure any employees using company social media are in compliance with a social media policy
- How to approach copyrighted and trademarked material - how can this be used?
- The restrictions of jumping on trending hashtags
- Listening on social media for instances of slander/defamation
- Knowing the rules when it comes to advertisements and sponsors
- Keeping your accounts secure
- Case studies - the good, the bad, and the ugly

What I will learn
- The importance of an up-to-date company Social Media Policy
- How to best ensure that employees are aware of their responsibilities when posting on behalf of your business.
- How to avoid copyright issues and best use trademarked material to deflect any future problems.
- Finding new customers and promoting your business online by looking at competitions on social media
- The rules and legal small print to head off any penalties from the social media networks.

Related courses: Beginners Guide to Social Media; Advanced Guide to Social Media; Social Media Strategy & Blogging; Instagram & Pinterest For Business; Create Engaging Online Campaigns